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[LinkedIn](#) | [Portfolio](#)

Peter Edwards

Professional Summary

Experienced Developer and UI/UX Designer with a strong background in web and app development. With a proven ability to deliver high-quality user experiences and improve site performance through responsive design and SEO strategies. Adept at working with modern frameworks like Next.js and React, as well as traditional CMS platforms.

Experience

M&M Mars (Oct 2024 – Current)

UX Designer / Developer

- Developed, maintained, and audited global websites and cookie banners, on various CMS platforms like, WordPress and Drupal
- Managing 3rd party cookies implementation and SEO practices.
- Fixing and identifying bugs across multiple React, ASP.Net, and Next.js sites.
- Pulling and managing REST APIs from multiple platforms like Acquia Optimize and Crownpeak.

Silverstein Properties / Inspire Labs (Jan 2022 – Aug 2024)

Web / App Developer

- Developed and maintained multiple residential and commercial websites using [Next.js](#).
- Front-end software development for the Inspire Your Day app, implementing React, JavaScript, and TypeScript.
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- Integrated Google Analytics and conducted A/B tests to optimize user engagement and conversion rates.
- Managed and set up automated QA processes for the development team using Cypress, ensuring all new features and APIs are working.

Government Accountability Office / Salient CRGT (Jan 2020 - Dec 2021)

Web Developer / Web Operations Team

- Created and updated government websites, ensuring accessibility and compliance with federal standards.
- Transferred complex document content to HTML, enhancing readability and user interaction.
- Managed podcast uploads and email campaigns, increasing reach and engagement.
- Performed QA on web content and design, collaborating with the Adobe Creative Suite.

Freelance Web Developer (Aug 2017 – Jan 2019)

Web Developer

- Built React and Next.js websites with TypeScript and JavaScript for various clients.
- Developed e-Commerce app and integrated payment gateways.
- Implemented SEO strategies to improve site rankings and traffic.
- Provided ongoing support and maintenance along with developing email promotional advertisements using HTML5, and CSS3.

New York Times (Feb 2016 - Jul 2017)

Web Developer / Marketing Video Editor

- Developed rich media banners and conducted A/B testing to optimize ad performance. As well as developing internal company newsletter emails.
- Implemented SEO strategies and managed content within the CMS.
- Ran streaming broadcast at Times Talks live video streaming events.
- Edited marketing videos, enhancing visual appeal and audience engagement.

Contract Web Developer (Aug 2010 - Jan 2016)

Web Developer

- Website management and Email Marketing development and distribution.
- Running the technical aspects of running a website and email campaigns, including UX/UI, Google Analytics, localization, code fixes and content SEO, domain management, content management system, HTML/CSS/JavaScript, and platform tools.

Skills

Web Development:

HTML / HTML5, CSS / CSS3, SASS, XML/XSL, Node.js, JavaScript, TypeScript, REACT, PHP, Cypress, JSON

Design Tools:

Adobe Suite (Photoshop, Illustrator, Premiere, Dreamweaver), Figma, Miro,

CMS:

WordPress, Adobe Experience Manager

Version Control:

Git, GitHub

Analytics:

Google Analytics (certified), Google AdWords, Google DoubleClick (certified), Google Web Designer

Education**Interactive Digital Design, Bachelor of Arts**

Quinnipiac University, Hamden, CT

Studies focused on digital media, script writing, and design methodologies. Relevant coursework includes Modern Design Culture, Motion Graphics, Digital Imaging, 3D Animation, and Scripting. Proficient in Maya, After Effects, Flash, and WordPress.

Additional Information

- Proven ability to handle multiple projects and meet deadlines.
- Strong analytical and problem-solving skills.
- Excellent communication and teamwork abilities.